PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE

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TO: Pascal Fernandez **DATE:** July 5, 1995

FROM: Marian Wood C/Marian

SUBJECT: MMDP FOCUS GROUPS

Attached is the research topic guide for the focus groups scheduled for July 17, 1995. Again, the primary objectives of these groups are to familiarize members of the MMDP with qualitative consumer research and to provide a forum in which they can gain consumer insights about various brands.

Areas to be explored include:

- Reasons for brand selection; alternate brands
- Brand Imagery
- Comparison of brand imagery with other brands
- Continuity Programs

Please let me know if you have any questions.

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